

MAIL SPOKEN HERE

November 2019

The electronic newsletter from the USPS Headquarters - Industry Engagement & Outreach team - summarizing recent USPS news and developments

Please consider joining USPS and industry leaders at the 2020 National Postal Forum (NPF)

The 2020 National Postal Forum (NPF) will be in Orlando at the Marriott World Center, 8701 World Center Dr. April 26 through 29th, 2020.

The Forum is the premier mailing and shipping conference that works directly with the USPS to provide the most comprehensive educational and networking platform for meeting the needs of the industry. Offering 120+ educational workshops, USPS Officer-led sessions and the largest mailing and shipping industry trade show, the NPF is the ideal opportunity for the industry professional to learn, collaborate and grow their business.



Here is a sampling of some of the Officer-Led Sessions proposed to give you a sense of what education will be offered:

2020 - The CX Edge *

USPS will discuss how the voice of the customer data, empowering employees and a state of the art customer relation management platform provides a consistent and reliable customer experience across all channels.

Innovation Today for Tomorrow's Customer *

Discover how the growth of the Informed Delivery Platform has paved the way for additional opportunities and continues to enhance the value of mail. Learn about the mail and technology innovations set to shake up the industry.

Automating the Supply Chain to Drive Results, Supply Management (SM) 2020 and Beyond *

Supply Management will discuss new technology initiatives concerning supplier performance dash boards, using data to drive results, SM's Supply Chain Relationship Management Program, supplier scorecards, establishing workflow processes, Robotic Process Automation (RPA), and SM's Strategic Initiatives under its current Three Year Strategic Plan.

Creating a Frictionless Experience for our Commercial Mailers *

Learn how USPS is harnessing the strength of automation to simplify the mail journey through the use of Intelligent Mail Barcode Accounting (IMba), streamline mail acceptance and verification with Seamless Acceptance, empower the future of package shipping with our Package Platform, and transform your customer experience through the nationwide launch of the Mailing and Shipping Solutions Center (MSSC).

Analytics Universe: With Great Analytics Comes Great Responsibility *

The audience will come along as The Enterprise Analytics team fights for efficiency, customer experience, and on-time delivery by leveraging end-to-end visibility and advanced analytics capabilities. This team will stop at nothing to help their customers execute successful marketing campaigns and ensure on-time package fulfillment.

Understanding the USPS Logistics Capability *

Plan on attending to understand how the USPS utilizes the use of data and technology that track the movement from acceptance to delivery. Learn how your organization can benefit by leveraging the USPS Logistics capability and understand how the USPS is partnering with the industry to enhance visibility.

Will you be ready? Leadership during Crisis *

During this presentation, the US Postal Service Inspection Service will discuss crisis events the Inspection Service has responded to and give best-practices on measures you can take when and if a crisis hits your organization.

What's New in Pricing and Product *

Join the USPS as they discuss key market and regulatory forces driving future pricing and product decisions. The landscape presents a combination of industry, regulatory and legislative changes that could shape the mailing industry for years to come.

Delivery and Retail: Take a journey in innovation to “infinity and beyond” *

The USPS is continually integrating new technologies into its delivery network through innovative ways to benefit everyone. Enhance your journey by joining the USPS as they discuss how Delivery and Retail Operations is leading the voyage through innovation, emerging technology and our engaged employees.

** (All topics subject to change)*

Just to name a few. You won't want to miss these exciting Officer-Led sessions. We'll reveal more amazing educational opportunities in future Mail Spoken Here newsletters. Or, stay tuned and keep checking the NPF website for more information at: npf.org. We'll see you in Orlando!

Newly submitted Task Teams and Work Groups

Introducing newly submitted Task Teams and Work Groups – All approved and moving forward.

Task Team 28 - Business Mailer Security & Privacy Priorities

This task team will work to identify priorities of security and data privacy threats.

Task Team 31 - SOP - Incident Communications Hot Wash

During the recent recovery efforts related to restoring operations to the Houston District following Tropical Storm Imelda, certain gaps in the USPS Disaster Communications Plan were identified because of the offload plan required to return operations to the area. This Task Team is being formed to specifically address these gaps prior to the next Hurricane season.

Work Group - 189 Reactivated - Enhanced Visibility of Industry Supplied Transportation

(Original Issue Statement) - The USPS and the mailing industry are seeking greater visibility in the end-to-end transportation of mail from the origin/creation point to the USPS destination induction point. Industry provided transportation companies provision such data including geocoded coordinates of the transportation vehicles in near real-time. By including this industry provided information, both the USPS and the mailing industry will gain improved visibility of mail transportation and thus can more accurately schedule mail processing and predicted arrival of time-sensitive mail.

Work Group 192 - Extra Service - Leverage Technology

Phase I: This Work Group will develop and recommend a process that uses secure electronic methods to streamline acceptance of Extra Service Forms.

Work Group 193 - Undeclared Hazardous Materials

This Work Group will focus on the reduction of undeclared mailable hazardous materials (hazmat) tendered to air carriers, prohibited hazardous materials tendered to air carriers, the process for reporting undeclared/prohibited hazmat discovered in mail to the USPIS and related hazardous materials issues identified.

There are also two proposed Task Teams:

Task Team 29 - CASS Cycle O and Task Team 30 - Seamless Flats Process

They are both pending issue statements and we will update everyone on their progress in a future edition of Mail Spoken Here.

Thank you for your interest and if you'd like to know more please email: MTAC@usps.gov. We'd love to hear your comments and feedback.

The U.S. Postal Service brings the magic of the holidays to children everywhere by lending a helping hand to the hard workers of the North Pole!
(Repeated from last month's Mail Spoken Here for your information)

USPS Operation Santa[®] / Legacy Program



This year marks the 107th year of the USPS Operation Santa[®] program.

Since 1912, postal employees and customers have helped children experience the magic of the holidays by adopting their letters to Santa. [Beginning Dec. 2,](#) customers wanting to browse through and adopt letters in person can do so in New York City and Chicago.

Please go to usps.com/holiday news for additional information.

USPS Operation Santa[®] / Digital Program / USPSOperationSanta.com

In 2017, USPS Operation Santa went digital in a pilot program in New York City. Only customers in NYC could adopt letters. In 2018, the program expanded to seven cities in a volume test.

The Digital program enables customers to go online at USPSOperationSanta.com beginning Nov. 18; go through a short registration and ID verification process; then, browse and adopt letters written to Santa from their computers.

This year, the program is expanding to 15 cities around the country in a larger volume test. Letters written to Santa from the following cities will populate the USPSOperationSanta.com website:

Austin, TX, Baltimore, MD, Boston, MA, Chicago, IL, Cleveland OH, Denver CO, Grand Rapids MI, Los Angeles CA, New York NY, Orlando FL, Philadelphia PA, Phoenix AZ, Sacramento CA, San Juan PR and Washington DC.

Once the letter is adopted, it is sent via email to the customer with a QR code. Once the customer selects a gift, he or she returns to the Post Office. The QR code is then attached to the gift package and is presented to a clerk at any of the 19,000+ RSS-capable retail offices. These offices are identified on usps.com/locator as “Label Broker” locations. The clerk scans the QR code, the customer pays postage and then the clerk prints the shipping label and affixes it to the box without the customer seeing the destination.



Santa Claus, 123 Elf Road, North Pole, 88888.

In addition to allowing letters to Santa to flow seamlessly for redaction, giving Santa an official postal address allows for a more efficient mail processing operation.

Please visit USPSOperationSanta.com for additional information, and thank you for helping this program continue to grow.

The Holidays are Coming – US Postal Service has Set Shipping Deadlines (Repeated from last month’s Mail Spoken Here for your information)

In the blink of an eye, summer is over and now it’s fall. Before you know it, it will be time for the holidays again. Fortunately, the U.S. Postal Service has your back with all the mailing deadlines you need to know for the expected delivery of cards and gifts to your loved ones, whether they’re overseas or across the country.

2019 Holiday Shipping Deadlines

The Postal Service recommends the following mailing and shipping deadlines for expected delivery by Dec. 25 to Air/Army Post Office/Fleet Post Office/Diplomatic Post Office and domestic addresses*:

- Dec. 9 — APO/FPO/DPO (ZIP Code™ 093 only) Priority Mail® and First-Class Mail®
- Dec. 11 — APO/FPO/DPO (all other ZIP Codes) Priority Mail and First-Class Mail services
- Dec. 14 — USPS Retail Ground service
- Dec. 18 — APO/FPO/DPO (except ZIP Code 093) USPS Priority Mail Express® service
- Dec. 20 — First-Class Mail service (including greeting cards)
- Dec. 20 — First-Class packages (up to 15.99 ounces)
- Dec. 21 — Priority Mail service
- Dec. 23 — Priority Mail Express* service

Alaska

- Dec. 18 — Alaska to mainland First-Class Mail service
- Dec. 19 — Alaska to mainland Priority Mail service
- Dec. 21 — Alaska to mainland Priority Mail Express service

Hawaii

- Dec. 19 — Hawaii to mainland Priority Mail and First-Class Mail services
- Dec. 21 — Hawaii to mainland Priority Mail Express service

*Not a guarantee, unless otherwise noted. Dates are for estimated delivery before December 25. The actual delivery date may vary depending on origin, destination, Post Office™ acceptance date and time and other conditions. Some restrictions apply.

Signature move - Informed Delivery gets new service

The Postal Service has added an electronic signature service to Informed Delivery that removes the need for customers to physically sign for eligible deliveries requiring a signature.

The USPS Electronic Signature Online service allows Informed Delivery customers to use an electronic signature to sign for Priority Mail Express, Signature Confirmation and items insured for \$500 or more.

The service, which was added Oct. 7, is only available for Informed Delivery customers.

Here's how USPS Electronic Signature Online works:

- Customers will be presented with the option to sign up for Electronic Signature Online within the Informed Delivery application.
- Tracking numbers for eligible eSignature mailpieces will appear on the customer's Informed Delivery "Packages" dashboard.
- Once the eSignature is applied, a USPS carrier's handheld device will receive an alert. The carrier must confirm the address and deliver the mailpiece without obtaining a physical signature.

The addition of USPS Electronic Signature Online to Informed Delivery is part of the organization's efforts to improve efficiency and customer service. Customers can use the new tool to provide the Postal Service with a preferred delivery location if a package is too large for their mailbox.

USPS Electronic Signature Online also will help reduce failed delivery attempts. In fiscal year 2018 (Oct. 1, 2017-Sept. 30, 2018), there were approximately 253 million failed first delivery attempts that inconvenienced customers and delayed delivery.

Marking a milestone - Informed Delivery reaches subscriber goal

Informed Delivery has reached 20.6 million subscribers, surpassing the Postal Service's goal for 2019.

The free feature offers multiple benefits for consumers, allowing them to preview their incoming mail and manage their packages from computers, smartphones and other mobile devices.

Businesses can add interactive content to the Informed Delivery emails that subscribers receive. Subscribers can click this content and be taken to the company's website to receive offers or coupons or to learn more about the firm's products and services.

"Informed Delivery is encouraging businesses to find new roles for mail in their marketing mix," Postmaster General Megan J. Brennan said. "I thank our employees for their efforts to grow Informed Delivery, and I encourage them to keep the momentum going."

Informed Delivery is part of the Postal Service's strategy to reinvent mail and make it more valuable to consumers and businesses.

Encouraging more businesses to add interactive content to Informed Delivery emails will help drive USPS revenue. To help attract subscribers, the Postal Service has introduced Inform 5, a campaign that encourages employees to tell five customers each day about Informed Delivery.

The organization is also providing employees with tips and guidelines on the Informed Delivery Blue and LiteBlue pages.

Honoring innovation - Informed Delivery receives award

Informed Delivery was named one of the top public sector innovations during this year's Government Innovation Awards.

The free feature that provides users with digital previews of their incoming mail was honored during a ceremony this month in McLean, VA.

Product Innovation Vice President Gary Reblin represented USPS at the event, where other honorees included technology initiatives by the U.S. State Department, the National Oceanic and Atmospheric Administration and others.

The awards' website has more information, including a list of all recipients, as well as an overview of Informed Delivery and how it's part of the Postal Service's strategy to reinvent mail and make it more valuable to consumers and businesses.

Visit <https://governmentinnovationawards.com/Events/2019/Home.aspx> for more information.

November Fun Facts

Did you know?

In 1863, Abraham Lincoln, declared the last Thursday of November to be a National Day of Thanksgiving.

November is:

Adoption Awareness Month

National Blog Posting Month

Fun with Fondue Month
Georgia Pecan Month
Native American Heritage Month
No Shave November
National Novel Writing Month
Peanut Butter Lover's Month
Pepper Month
Stuffing Month
And Sweet Potato Awareness Month
Just to name a few.

On this Day:

Nov 1st

1512 - Michelangelo's paintings on the ceiling of the Sistine Chapel in the Vatican, Italy were first exhibited. He started the work in 1508.

Nov 2nd

1983 - President Reagan signed the bill establishing the Dr. Martin Luther King Jr. holiday, held on the third Monday in January.

Nov 3rd

2014 - One World Trade Center (also known as the Freedom Tower, 1 World Trade Center, One WTC and 1 WTC) officially opened.

Please have a wonderful, safe and very Happy Thanksgiving everyone!

Federal Register Notices:

Published in the Federal Register Nov 26, 2019

Board of Governors; Sunshine Act Meeting (Doc # 2019-25758)

TIME AND DATE: November 18, 2019, at 10:30 a.m.

PLACE: Washington, DC

STATUS: Closed

MATTERS TO BE CONSIDERED:

1. Administrative Items.
2. Financial Matters.
3. Strategic Matters.

On November 18, 2019, a majority of the members of the Board of Governors of the United States Postal Service voted unanimously to hold and to close to public observation a special meeting in Washington, DC, via teleconference. The Board determined that no earlier public notice was practicable.

General Counsel Certification: The General Counsel of the United States Postal Service has certified that the meeting may be closed under the Government in the Sunshine Act.

CONTACT PERSON FOR MORE INFORMATION:

Michael J. Elston, Acting Secretary of the Board, U.S. Postal Service, 475 L'Enfant Plaza SW, Washington, DC 20260-1000. Telephone: (202) 268-4800.

Negotiated Service Agreements:

Product Changes-**Priority Mail Express, Priority Mail and First-Class Package Service** *Negotiated Service Agreements*: 11/1/19 (Doc# 2019-23864)

Product Changes-**Priority Mail Express, Priority Mail and First-Class** *Negotiated Service Agreements*:

Product Changes-**Priority Mail Express and Priority Mail** *Negotiated Service Agreements*: 11/1/19 (Doc# 2019-23914), 11/7/19 (Doc# 2019-24262), 11/19/19 (Doc# 2019-24964), 11/23/19 (Doc# 2019-25469), 11/28/19 (Doc# 2019-25830)

Product Changes-**Priority Mail Express** *Negotiated Service Agreements*:

Product Changes-**Priority Mail** *Negotiated Service Agreements*: 11/1/19 (Doc# 2019-23915), 11/9/19 (Doc# 2019-24464), 11/13/19 (Doc# 2019-24606), 11/19/19 (Doc# 2019-24965), 11/21/19 (Doc# 2019-25185), 11/22/19 (Doc# 2019-25323), 11/23/19 (Doc# 2019-25470), 11/26/19 (Doc# 2019-25590), 11/27/19 (Doc# 2019-25716)

Product Changes-**Priority Mail and First-Class Package Service** *Negotiated Service Agreements*: 11/13/19 (Doc# 2019-24602), 11/14/19 (Doc# 2019-24659), 11/14/19 (Doc# 2019-24702), 11/22/19 (Doc# 2019-25321)

Product Changes-**First-Class Package Service** *Negotiated Service Agreements*:

Product Changes-**Parcel Select** *Negotiated Service Agreements*: 11/22/19 (Doc# 2019-25383)

Product Changes-**Parcel Select and Parcel Return Service** *Negotiated Service Agreements*:

Product Changes-**Parcel Return Service** *Negotiated Service Agreements*:

Postal Bulletins:

Postal Bulletin 22533 dated 11/21/19

<https://about.usps.com/postal-bulletin/2019/pb22533/pb22533.pdf>

Manuals

DMM Revision: Hold Mail Service Standards Modification

DMM Revision: Mail Entry and Payment Technology Organization Structural Changes

IMM Revision: Individual Country Listing for United Kingdom of Great Britain and Northern Ireland

Handbooks

Handbook AS-805-H Revision: Cloud Security

Postal Bulletin 22532 dated 11/7/19

<https://about.usps.com/postal-bulletin/2019/pb22532/pb22532.pdf>

Manuals

DMM Revision: Mailing Cremated Remains

DMM Revision: Periodicals Reentry

IMM Revision: IPA and ISAL Foreign Office of Exchange Codes to France

Publications

Publication 52 Revision: Mailing Cremated Remains

Publication 431 Revision: Changes to Post Office Box Service and Caller Service Fee Groups

Additional Resources:

FRN: [Federal Register Notices](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

PostalPro: [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources).

Please visit us on the USPS [Industry Outreach](#) website.

Thank you for your support of the United States Postal Service -USPS Marketing

To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request.

Privacy Notice: For information regarding our privacy policies, visit www.usps.com/privacypolicy.